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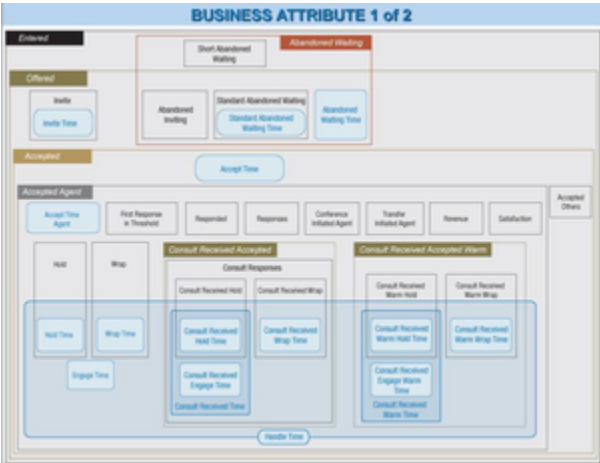
# Genesys Interactive Insights User's Guide

Measure Maps

5/5/2025

# Measure Maps

Several measure maps that illustrate the relationships among measures in the universe are available in the Documentation folder in BI LaunchPad. The same folder contains the *Genesys Interactive Insights Universe Guide*, this User's Guide, and a graphic illustrating the synchronicity of interactions. The measure maps that are available include the following:



The Business Attribute  
(1 of 2) Measure Map

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>• Agent Activity</li><li>• Agent Activity - Interaction State</li><li>• Agent Activity - Summarized State</li><li>• Business Attribute 1 of 2</li><li>• Business Attribute 2 of 2</li></ul> | <ul style="list-style-type: none"><li>• Agent Contact</li><li>• Contact Attempt</li><li>• Queue 1 of 2</li><li>• Queue 2 of 2</li></ul> |
|---|---|

The figure *The Business Attribute (1 of 2) Measure Map* shows one of the two Business Attribute measure maps.